



**EUROPE** REGIONAL RETAIL CHECKLIST BY DELIVERY  
JANUARY 2015 · MENSWEAR

Zara



1. HARRINGTON JACKET

Paul & Shark



2. BOMBER JACKET

River Island



3. JOGGER

River Island



4. TINTED NEUTRALS

Zara



5. TRUE INDIGO

H&M



6. MONOCHROME

Reiss



7. STRIPES

Miss Trench



8. TYPOGRAPHY

Bershka



9. GREYSCALE FLORALS

Topman



10. TRUCKER JACKET

asos.com

# HARRINGTON JACKET

KEY ITEM

The Harrington is the new key jacket shape this month. Working well with casual and sport-inspired looks, this item has great commercial appeal at both ends of the market. Sharper silhouettes in simple nylons with zip-through styles and elasticated hems are favoured at commercial retailers, while coated and double-sided designs have more directional appeal for customers. Shiny finishes and pocketless shapes are important, offering a more premium look. This item will gain traction as an easy alternative to the bomber and carries through into next season.



Burton Menswear London



Paul & Shark



Urban Outfitters

# LIGHTWEIGHT BOMBER JACKET

KEY ITEM

This mainstay jacket shape is updated in lightweight styles to become a great layering item across retailers this month. Seen with zip-through or button fastenings, lightweight cottons and jersey materials prevail in a variety of colours. Tonal and colour-block messages, one-side pocket placements and contrasting elasticated hems add interest to this versatile piece. Quilted finishes and printed designs work well for day-to-night styles, with the former a more suitable offer during the colder transitional months.



Autograph by Marks & Spencer



River Island



Topman



Topman

The jogger transitions into the early drop of S/S deliveries, with basic designs taking hold in both casual and premium options. Woven cotton mixes and coated finishes are favoured with elastic drawstrings, lower crotches and cuffed ankles emphasising this item's active origins. To maintain its versatility across markets and age groups, style the jogger as a separate casual item, pair it with bomber jackets, or offer it as part of the premium lounge look for a newer take by styling with the season's relaxed blazer.



Topman



River Island



Bottega Veneta



New Look

One of the first spring colour drops this season, tinted neutrals are an easy commercial sell across product categories and retailers. Shades of white, beige and paler greys are worked as core colours for casual, nautical and utility-driven looks. For those directional retailers, tonal styling messages are expected on familiar items such as knits, lightweight jackets and blazers as we gauge how confident customers are to buy into this look.



Loro Piana



Zara



H&M



Topman



Peter Jones

Indigo blue continues to be the core colour message transitioning into new season deliveries, with true indigo shades reaching all market levels, retailers and age groups. It is mostly seen across casualwear items such as shirts in saturated matte finishes, but shiny finishes with graphic pattern reliefs and quilting offer more luxurious appeal to this colour message, working well for sweaters and jackets. Pair with black, white, grey and khaki as a versatile colour that has classic appeal.



Topman



H&M



River Island



H&M

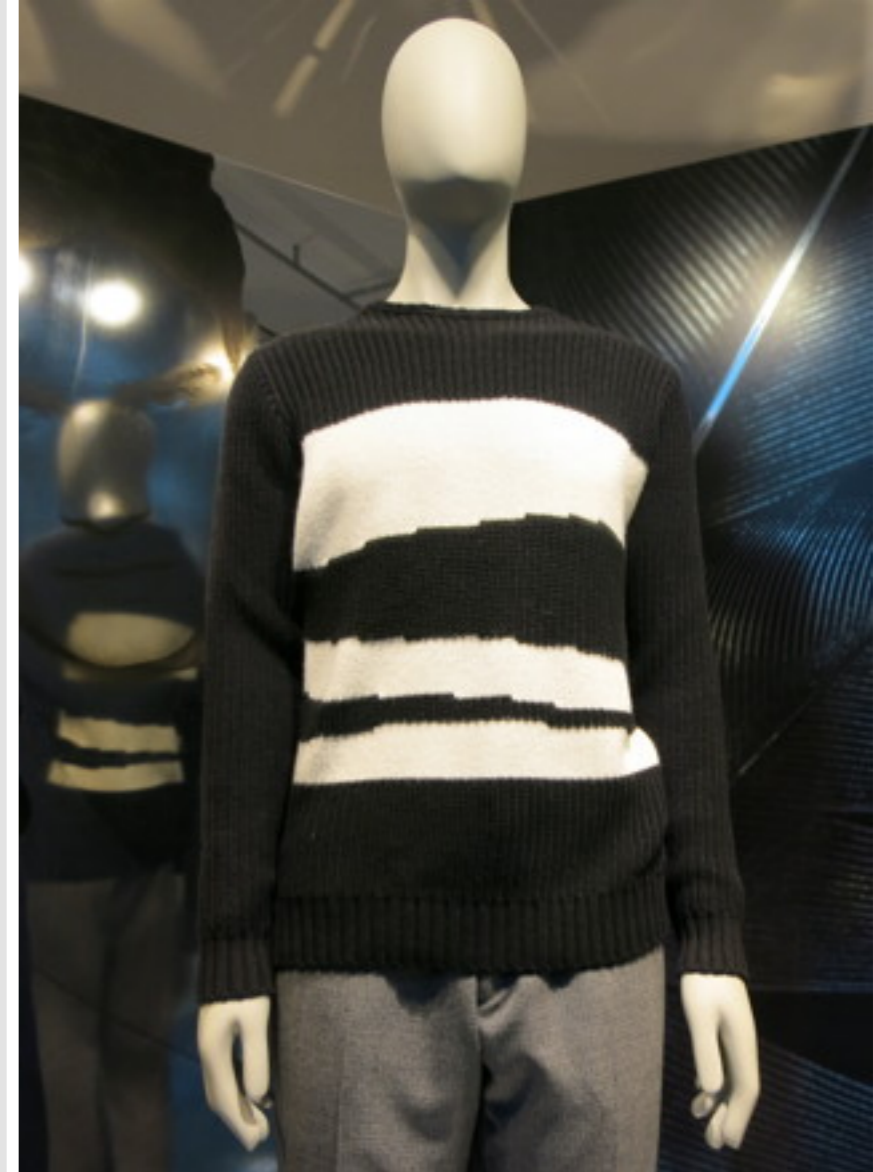
Monochrome colour messages continue, with bold graphic lines featuring on sweaters and T-shirts. Graphic line placements add interest across sleeves and as central front placements for a commercial casual option for single items. More directional looks focus on the introduction of longer silhouettes for items such as the tee styled in head-to-toe monochrome looks at younger fashion retailers River Island and Topman. This versatile colour message is a surefire sell across markets and will remain throughout the season.



Boohoo



River Island



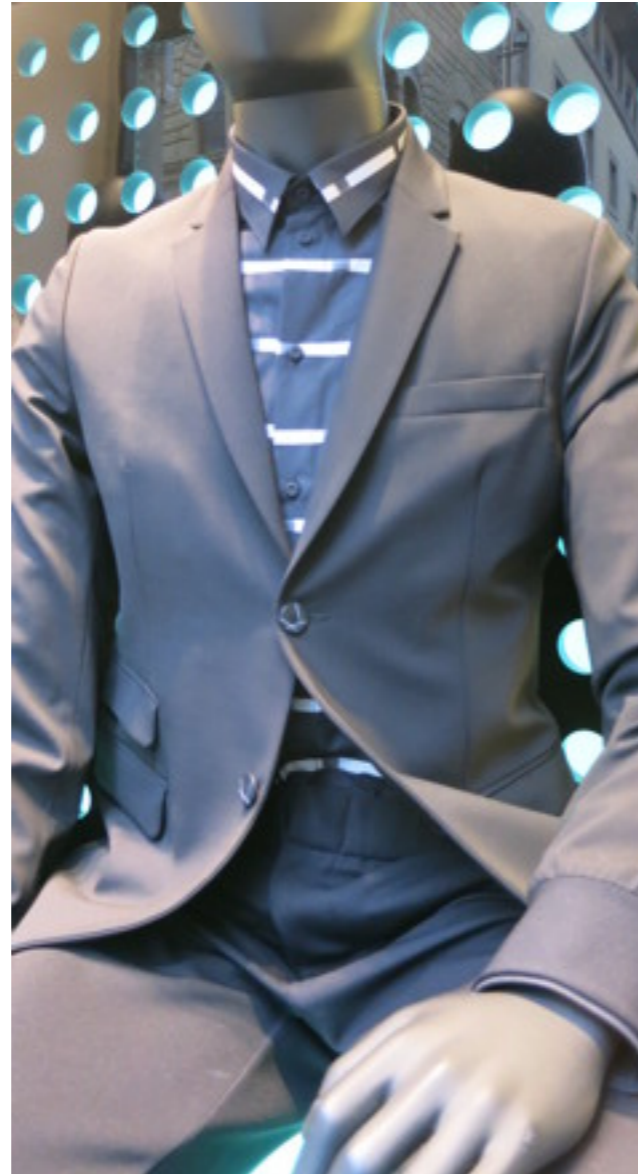
Reiss



Traditional stripes remain important for transitional deliveries, with black and white bicoloured stripes as well as classic navy and white colourways. Offered across all market levels, this commercial print looks slightly newer when applied to casual jacket and outerwear items rather than its usual use on tops. Less casual options will come into play with striped shirts styled under blazers and suits, as seen at Armani.



Primark



Emporio Armani



Zara



Miss Trench

Slogans and graphic types continue to reach the younger end of the market with street and casual styling deliveries. This month's designs are seen with a variety of quirky phrases, as well as city, art and music motifs. Sleeve and back placements look more directional while simple front placements continue to sell well at commercial retailers. Mirrored, scratched and handwritten types add newness, as seen in Topman and Zara.



Topman



Zara



New Look



Bershka

Working across all market levels, and particularly well at the younger end, greyscale florals are seen in all-over designs as an update to shorts, T-shirts and sweaters in line with the continuing commercial sport looks. For those more daring, think about working this print message on matching sets and elongated T-shirts in crisp digital styles for S/S drops.



Topman



Boohoo



Primark

# TRUCKER JACKET

KEY ITEM

The trucker jacket is the newest item to drop within this month's deliveries. Offering a pared-back styling approach with a 1960s and 1970s influence, this item is one to watch as the season progresses, and one that will be favoured in butter-soft tan suedes by the more directional or fashion-forward retailers. Though it is perhaps a more high-risk sell, do not dismiss the shape, as clean denims and lightweight cords can provide a more commercial offer.



Topman



Matches



asos.com



Selfridges